

# Consumers' Guide

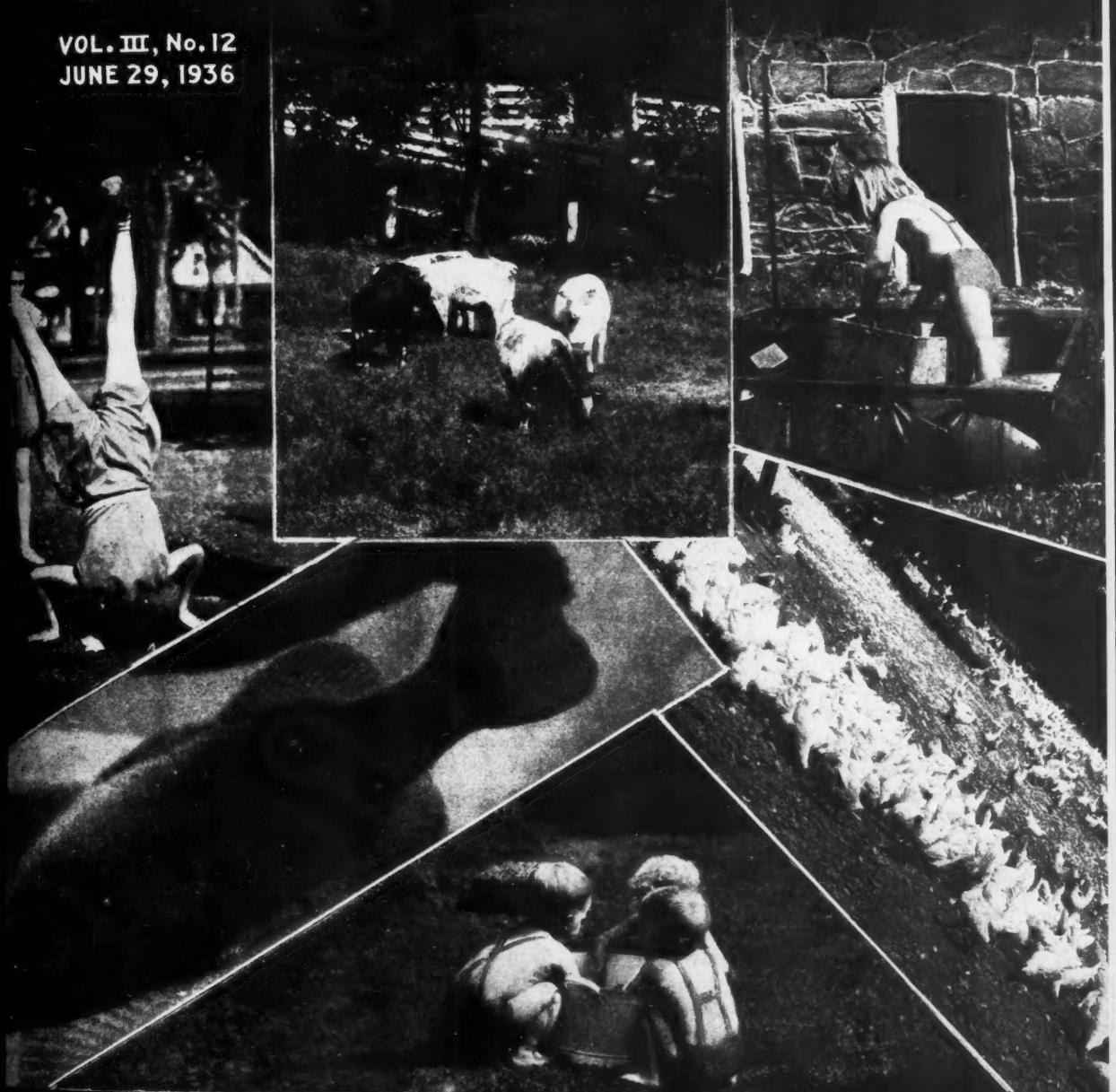
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On the Trail of Vitamin Values

## Consumers' Queries and Comments

"The doctrine of 'production for use' has its place provided it is interpreted to mean a continual increase in consumptive power with adequate incentive to producers to supply in a balanced way more and more of the things we all really need and want at a price low enough to pass such goods into consumption."

Henry A. Wallace  
Secretary of Agriculture

**C**ANOTHER consumer study course in better buying (see our May 18 issue) comes to us by way of the Office of Education which has brought together invaluable material for students in its bulletin, "Consumer-Buying in the Educational Program for Homemaking" (price, 20 cents).

NINTH-GRADE pupils in a Columbus, Ohio, school—guided by their teacher—set out to learn how to buy utensils for the kitchen. Cookery utensils most often used were chosen for class study.

EACH girl brought from home utensils which her mother liked or disliked and told the other committee members why her mother found the utensils desirable or undesirable. They themselves then worked with these utensils, studying them carefully to learn what features of construction were responsible for their ef-

fectiveness, whether the material was good for the purpose, whether the utensils were easy to care for.

UTENSILS in the laboratory at the school were studied. In order to learn more about materials used in making different utensils and their advantages and disadvantages from the standpoint of performance and ease of care, the girls studied books and articles on equipment.

CHECK LISTS of qualities responsible for the effectiveness of each piece of equipment were set up by the girls on the basis of information gained from the experience of their mothers, their own laboratory experience, and their reading.

NEXT STEP in learning the business of wise buying came when the class members were given the opportunity to purchase several new tools and utensils for the laboratory. Various sources of information concerning the qualities of different brands were considered, such as text books on equipment, Government bulletins, reports of research by noncommercial agencies, seals of approval of different magazines, advertisements, and recommendations of sales persons.

MANUFACTURERS' advertisements were studied for the specific information they gave concerning qualities of utensils. Some of the girls visited stores and talked with sales persons. This information was compared with a textbook on equipment to find out how adequate and how accurate was the information secured from these sources.

APPRAISAL of the data from all sources then followed. The class considered the interests of each agency offering information, as to whether it was primarily to provide facts which would help the prospective buyer make an intelligent selection or whether it was primarily to influence the prospective buyer in selecting the product of a given company.

ALL reliable information concerning each of the utensils was then assembled. Decisions were made as to which of the different market offerings were best suited to their needs, and whether higher-priced articles had qualities which made them "better buys" than the less expensive. Purchases were then made by the students and used by them.

MAJOR results of this study were that the students were much more appreciative of laboratory utensils they used, and used them more critically, with more concern for their proper care. "This is a poor knife", one student observed. "I'd never pick one like it. The blade sticks up beyond the handle, and when I use it very long, it makes my finger sore." "This is a poor aluminum pan", commented another girl. "It has warped and does not sit on the stove flat."

POINTERS learned in this class study became aids in purchasing for home use. The teacher of this course reports that mothers, appreciative of the training in selective buying given their daughters, made them buying agents for some of their kitchen needs.

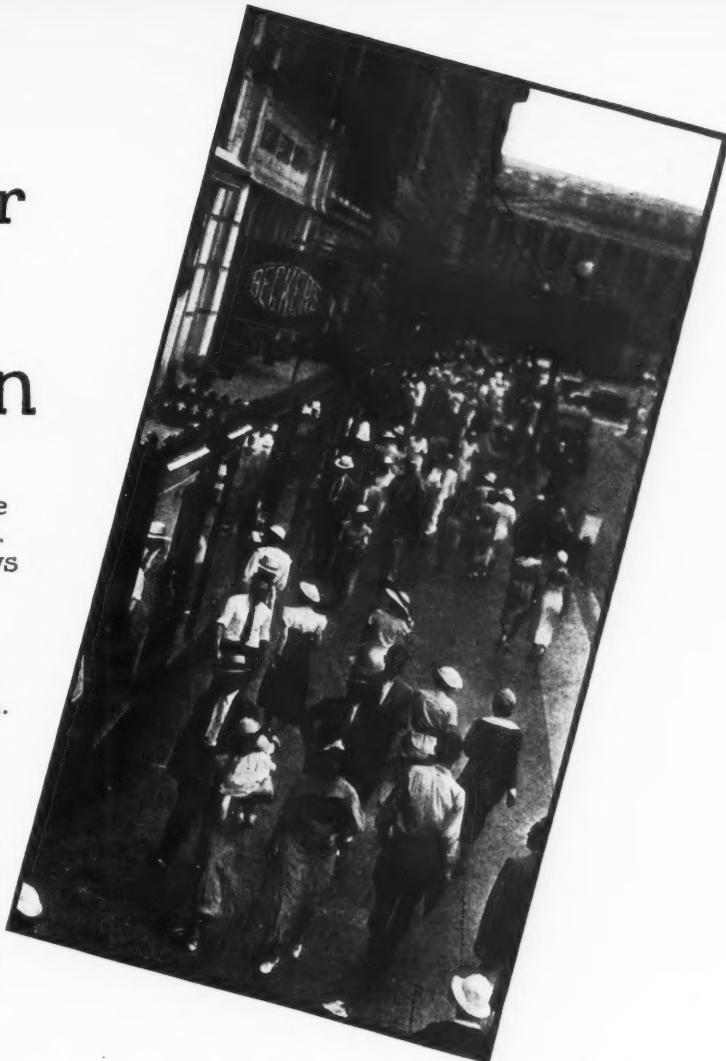
# A New Charter for Consumer Organization

More communities each year are becoming consumer-conscious. More consumers are seeking ways to equip themselves as better buyers. A new plan of organization for local consumer groups has been drawn up by the Consumers' Project in Washington. We give its outline here.

EMPLOYERS have their trade associations. Workers have their labor unions. Now consumers are going to have a new kind of organization. The Consumers' Project of the Department of Labor is planning to sponsor the establishment of consumers' councils in all parts of the country.

ABOUT 2 years ago the Consumers' Division of the National Emergency Council organized the first consumers' councils, then on an experimental basis. (Articles on these councils appeared in the *CONSUMERS' GUIDE* on December 3, 1934, and June 24, 1935.) Their principal job was to give consumers a check on the way industry was operating under the codes. The Federal Government made all membership appointments and retained control of the councils. Later the Consumers' Division of the National Recovery Administration sponsored the councils, and made them agencies to channel out to their communities information on Government activities of interest to consumers, and to channel back to the Government facts regarding local consumer problems.

NOW the Consumers' Project, under supervision of the Department of Labor, proposes



a new form of organization for the councils. No appointments will be made from Washington. Each council will have local autonomy and entire control of its own affairs. It will undertake protection of the consumer in a way best suited to meet local needs. It will study consumer problems in its own area, and report its findings to the Consumers' Project for use and aid of groups in other regions. The Consumers' Project will not dominate the local councils, but will rather be the ear of the Federal Government which listens to their collective voice.

FROM the bottom up, not from the top down, will be the new plan for organization. An effective consumers' council will be firmly rooted in community life. To insure permanence and effectiveness, councils will enlist local initiative, support, and responsibility. The



A-B-C's of consumer wisdom is learning to buy by quality standards as well as by price.

Consumers' Project in Washington will advise and encourage, through its various services and sources of information. But councils are to be responsible only to their members, and not to Washington.

COUNTIES formerly were the geographic basis of Consumers' Councils. Each council is now to decide for itself the territory it will represent. Convenience and effectiveness will determine whether the geographic unit is to be county, city, or town. Eventually, local councils may decide to set up district, State, or national federations.

A BOOKLET soon to be issued by the Consumers' Project gives valuable organizing advice to communities which are thinking of starting a consumers' council. Membership should come from the public at large, and also from such groups as trade unions, trade councils, farm clubs, organizations of teachers or social workers, cooperatives, and credit unions. The larger the membership, the more influential the council will become in the community. A

preliminary educational campaign, aimed particularly at people and groups with special consumer interests, is an important factor. Radio, newspapers, announcements on bulletin boards, and special meetings all pave the way for an open-to-the-public organization meeting, with election of officers and executive board. Membership should be open to all consumers without discrimination.

NONPARTISANSHIP in everything except their main functions—protecting the interests of consumers—will be the rule for the new councils. In certain communities there are already organized groups whose programs touch in some respects upon consumer problems. The council, to strengthen the movement generally, will seek to coordinate the consumer activities of local consumer and producer cooperatives, credit unions, consumer clubs, women's clubs, trade unions, and farm organizations.

WHEN State or municipal laws affecting the consumer interest are passed, or when prospective laws are being considered, local coun-



Simple but fundamental is a consumer group's first lesson in the importance of label reading.

cils may forward them to the Legislative Section of the Consumers' Project for analysis and advice. Councils may also acquaint the Consumers' Project with other local consumer information and problems bearing on its work.

EDUCATION, keynote of consumer protection, should be one of the important duties of any consumers' council. There are a number of ways in which to set up an effective program. Councils may provide an information service where consumers may come for all sorts of data on consumer problems. They may also sponsor meetings, public forums, study groups, radio programs, exhibits, and institutes. They may organize a Speakers' Bureau, publish a news sheet, persuade schools to give courses in consumer problems, set up consumer bookshelves in the public library, or edit a consumer column in the local newspaper. They may serve also as distributing centers for consumer literature issued by various governmental and private agencies.

PROTECTION of consumer interests would include certain other specific tasks. For ex-

ample, a consumers' council might well distribute information concerning cooperatives, help existing cooperatives, and encourage formation of new ones. The council would also offer advice on intelligent buying and budgeting, would explain the consumer's view on advertising and salesmanship, and would conduct a buying service for consumers who wished to take advantage of available information.

REPRESENTATION on public bodies like bureaus of weights and measures, public-utility commissions, and city marketing boards, might be another type of service for councils to render their communities. Such groups, directly concerned with the consumer's interest, make important decisions affecting his well-being.

HIGH PRICES and unjustifiable price rises would also furnish material for study by the council. In case the price of a certain product was found to be unjustifiable, the council would throw all the weight of its publicity and educational program into action, in an attempt to get the price reduced. The individual



Play facilities for children under the head of enterprises for consumers' councils, as outlined by the Consumers' Project of the Department of Labor.

consumer, working by himself, could probably do nothing at all to remedy such a situation. But an organization of consumers is in a position to make its voice heard.

CONSUMERS should always consider the whole community. Fair prices are an obvious concern of consumers who seek to maintain and increase consumer purchasing power. Nevertheless, lowering prices at the expense of wage standards and acceptable working conditions can defeat that objective.

HIGHER standards of community health and more adequate health care may also be encouraged by consumers' councils. Action may consist in sponsoring a public-health clinic, a cooperative hospital, or a hospital insurance plan. Councils might, if they chose, urge that medical care be in some way provided for patients unable to pay. Councils may investigate local housing facilities, and advocate low-cost housing programs. Councils will also be interested in developing the cultural and recreational life of the community, and will support movements for establishing parks, playgrounds, community centers, libraries, theaters, and musical centers.

ACTIVITIES in behalf of the consumer call for a certain expenditure of money. Who is to foot the bill? The money should come from the community, for protection of consumers in that community. Government funds are not available for the activities of local councils, and even if they were, use of them would deprive councils of local independence.

FUNDS will be needed to pay for rent and other office expenses, and for salary of an executive secretary, if this officer is to be on a salary basis. Money can be raised through a small membership fee, through individual contributions, or through a substantial subsidy by individuals especially interested in the council's program. The council should be careful, however, to accept no subsidy that commits it to a program contrary to the consumer's interest, or to activities not strictly in line with the general purpose of the organization.

COMMUNITY entertainments or other programs at which an admission is charged provide a source of funds. An outstanding speaker might be willing to contribute his services for such an occasion; or an orchestra or dramatic group might be invited. A limited amount of extra office help and personnel might be secured locally through the offices of the National Youth Administration, the WPA, or the Federal

Writers' Project. In some cases, councils already in existence have found it possible to secure office space by donation. Other donations have included desks, chairs, typewriters, and other office equipment. Operating expenses will be kept to a minimum if help of this sort can be encouraged.

CABINETS of coworkers to assist the council's secretary in directing council activities might be organized when the council's work expands, and the executive secretary needs help. Such cabinets might include county agents, librarians, teachers of home economics, and officers of various associations which have consumer interests.

ADVICE on programs and other matters of interest to all councils will be furnished such consumer organizations by the Consumers' Project in Washington. Such advice is on a may, not a must basis. Councils are free to accept or reject the suggestions as they choose. The project will send out at least two field representa-

Important aids to consumers are the demonstrations in the preparation of food given at booths set up in city markets by New York City's Department of Markets.

tives to assist existing councils and organize new ones, and will furnish speakers on consumer problems.

NUMEROUS other activities in behalf of the consumer, besides the promotion of consumers' councils, are a function, under Presidential mandate, of the Consumers' Project. It conducts research to discover whether certain important industries are providing the consumer with enough of the goods he needs at a price he can afford to pay. If the answer is "No", the Consumers' Project tries to determine how the situation can be improved. A legislative section analyzes pending consumer legislation; a standards section studies and distributes infor-

mation on consumer standards and grades. An information section answers general queries on consumer problems. Local consumers' councils will have access to all of these services and activities.

ENTIRELY democratic in organization and in policy, typically American in spirit, consumers' councils, the Consumers' Project hopes, will become important civic, educational, and economic elements in the Nation's community life.

SPECIFIC ADVANTAGES have come to consumers through past activities of local consumers' councils. When retail prices were climbing up in 1934, some councils sponsored consumers' interests before their local merchants. Other councils worked out food costs at various diet levels, to aid families with varying incomes. Some urged more thorough enforcement of weights and measures laws, and advocated a higher sanitary rating for milk. Others studied the possibilities of Government grading of meats and



other foods. Information on costs of food and other commodities, gathered by various councils, was used in many ways for the good of consumers. From these data, a personnel manager computed budgets for wage earners; a labor leader found material for arbitrating a wage dispute; and a school board gathered enough facts on which to base its case in urging a salary increase for teachers.

# On The Trail of Vitamin Values



How Vitamin D took its place in the theory of health-promoting vitamins; fourth in a series of stories of animals on the trail of vitamin values.

**A**NIMALS play smaller roles in the story of Vitamin D than in other parts of the saga of the search for the secrets of those mysterious stimulators of human health—the vitamins. Observation of human beings stirred scientists to the quest of the most remarkable of all vitamins—Vitamin D. Only in the later stages of follow-up, check-up, and exact measurement, are the animals taking their place as first assistants to researchers in such fact-finding spots as the Nutrition Studies Laboratory of the Bureau of Home Economics.

LONG YEARS of trial-and-error treatment of rickets dragged on before science took time from more fatal but less miserable and deforming ailments and discovered connections be-

tween such oddly assorted things as climate and defective bones, sunshine and cod-liver oil.

RICKETS they knew was a disease in which the bones lack calcium, and so the obvious answer, they thought, must lie in diet. Yet they knew, too, that feeding babies calcium was often not enough to cure their misshapen heads, bowlegs, and pigeon breasts. Even though rickets was called the "English disease" it was not till 1890 that a doctor wondered if it might be no coincidence that London, with only 1,200 sunlit hours a year, was so notably afflicted, and that almost every child had rickets in Glasgow, where the sun shines only a little more than a thousand hours in the year. That doctor's curiosity sent him scouting for information in sunny countries. He found that children in China who played naked in almost constant sunshine were free from rickets in spite of living conditions that were otherwise appalling from all former points of

view. Gradually facts from all the world came together and showed uncontradictably that the foggiest, cloudiest, smokiest, more crowded the place where children lived, the more they suffered from rickets, and that no matter how low their standards might be in other ways, they were free from rickets if they spent big proportions of their time unclothed in sunshine.

RESEARCH raced from that point forward. X-ray showed doctors that rickets was a commoner disease than anyone had thought, that a big proportion of all babies in temperate climates had at least a touch of rickets. Soon science had charted the "seasonal tide" of phosphorus in the blood, and the curve showing the proportion of this important bone-building material in the blood followed the same ups and downs as the curve showing sunshine time during the year. It began to look as though sunshine, in doing the same mysterious job of stimulating the body to use food materials it needs, was putting itself into the class of the newly discovered vitamins.

week could work the same miracle. They added these facts up and got the answer that it was Vitamin A in both sunshine and in cod-liver oil that stimulated the body to make use of all its available calcium and phosphorus to make good bones. That answer was wrong. Proof that the new sunshine vitamin was not the same as Vitamin A, even if it sometimes turned up in the same

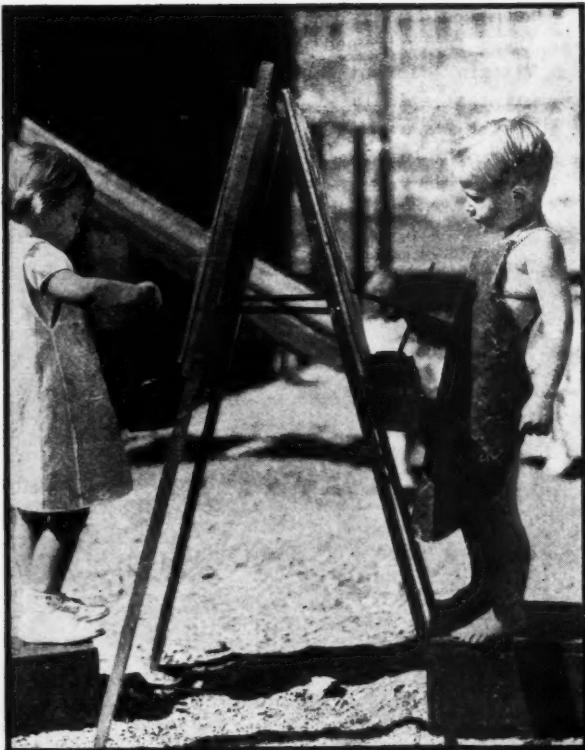


MEAN-  
WHILE Vitamin A had been written in large letters on the books of science. Researchers had found cod-liver oil was a rich source of Vitamin A. This same cod-liver oil could make bones develop as they should in animals which were getting diets very low in calcium. And sunshine on a tiny spot on an animal's body for ten minutes three times a

Chil-  
dren in many  
schools get daily  
sunbaths to keep up  
their quota of Vitamin D.

food, came in two ways: In one experiment the Vitamin A part of cod-liver oil was destroyed, yet cod-liver oil still cured rickets in rats. In another, "matched" rats were all fed the same diet, which was short on Vitamin A. Some of the rats got the benefit of sunbaths. The others were "controls." If sunshine could take the place of Vitamin A, the irradiated animals would stay healthy longer. They did not. They showed their Vitamin A deficiency, and they showed it even more quickly than the "controls" showed theirs. The new vitamin apparently helped the animals to use up their Vitamin A supply sooner, but did nothing about providing a new supply.

ARTIFICIAL sunlight added its push to the possibilities of placing the new vitamin. One discovery in 1924 did the trick of tying together all the assorted things that could accomplish the same result in bone formation; direct sunlight; cod-liver oil; diet carefully



Sunshine is Number One on the nutritionists' preferred list of providers of Vitamin D.

balanced as to calcium and phosphorus; and ultra violet light. All at once from two different laboratories came the discovery that meat from irradiated animals could cure rats with rickets, while meat from animals that had not been irradiated could not. From then on, it was fast going, up to the day when a substance called ergosterol was made to take such a "charge" of the sunlight vitamin by irradiation that five-millionths of a thousandth of one five-hundredth of a pound each day could cure a rat of rickets. That is as close as anyone has come to making Vitamin D, but it is pretty close. It is the ergosterol in human skin that makes it possible for sunlight to produce Vitamin D in human beings.

MEASURING Vitamin D is done in terms of "rat units." Young rats which have developed quick severe cases of rickets on a standard diet that has all the calcium needed as

building material but not enough phosphorus and Vitamin D to promote the calcification, get measured doses of the food being tested for Vitamin D. One unit of Vitamin D is the amount which will make it possible for the researchers to see within 6 to 10 days, by a certain kind of examination, a "line" of freshly deposited calcium across the head of one of the animal's bones.

STUDIES go on all the time to push the limits of knowledge of Vitamin D into wider and wider circles. The problem of teeth decay, which troubles America more than countries farther south, links up to the problem of rickets. Vitamin D promises to be at least part of the solution. With the lessons learned from bringing on tooth troubles and rickets at the same time in rats and puppies by means of diets short on Vitamin D, doctors have been able to bring down the



number of dental cavities or "caries" in school children by adding Vitamin D to their diets.

SUNSHINE of course can't take the place of food. Scientists describe the job of Vitamin D as "phosphorus-mobilizing" and "calcium-depositing." But it has to have some phosphorus to mobilize and some calcium to deposit.

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Some of Washington's recent visitors: 4-H Club members raising the flag over their tenth annual encampment on the banks of the Potomac.

## Consumer-Farmer Briefs from Washington

LIVING COSTS in May moved up approximately four-tenths of one percent from their April level, while national nonfarm income as a whole was about 4½ percent larger in May than in April. Factory pay rolls showed a gain of approximately 2 percent in May as compared with April. Factory pay rolls and farm income for May were the highest since 1930.

COST of food in the worker's family budget pushed up slightly more during May than did the cost of other items. Food costs increased about eight-tenths of one percent in May.

FOR EVERY dollar which workingmen's families had to spend for living costs in the base years 1924 to 1929, they had to spend 80.5 cents in May 1936, as compared with 80.4 cents in May of last year, 73.3 cents in May 1933, and 98.1 cents in May of 1929.

NATIONAL nonfarm income, which excludes agricultural income, was 10 percent larger

in May of this year than in May a year ago, and 27 percent above May 1935.

FACTORY workers ordinarily represent about one-fifth of the total nonfarm working population. Their income in May of this year was 13 percent larger than in May 1935, and 45 percent bigger than in May 1933. Factory pay rolls in May 1936 were still 30 percent below the 1929 level.

PAY-ROLL figures refer only to employed workers. Employment in all manufacturing industries gained eight-tenths of one percent in May compared with April, and a 4 percent gain over May 1935.

FARM income also climbed up during May. Cash income from marketings in that month was \$521,000,000 compared with \$485,000,000 in April, and with \$483,000,000 in May last year. In addition, Government benefit payments in May totaled \$51,000,000 compared with \$38,000,000 in April, and with \$36,000,000 in May 1935. Cur-

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# Foods for a hot month

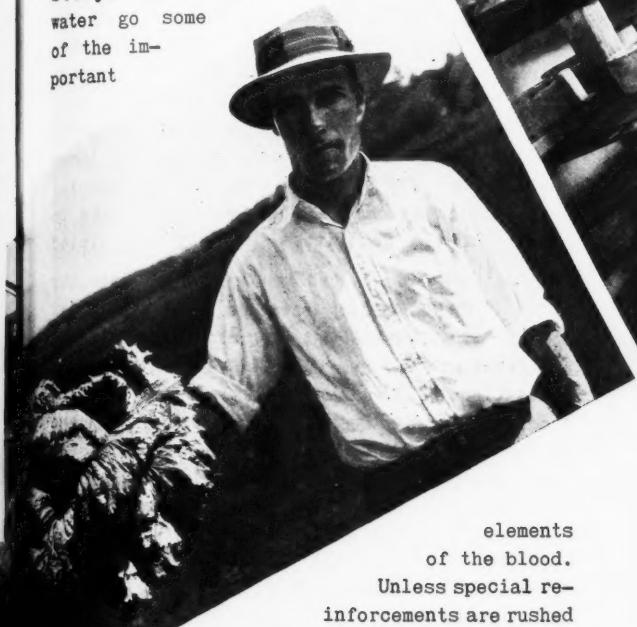
Lucky breaks for July consumers lie in the fact that the best foods for summer nutrition come to market in largest quantities at a time we need them most.



**L**AZY APPETITES make the hard job of meal planning and marketing more difficult in a season when any job seems much too hard. Tastes are finicky and families are hard to please when the thermometer hits the upper register.

FATIGUE, according to nutrition specialists in the Bureau of Home Economics, is the

secret of the lazy hot weather appetite. And back of this fatigue lies a reason with its roots in nutrition. Two million glands operate at full tilt in summer weather to keep our temperature down to normal, by a natural cooling system of perspiration and evaporation. In the course of this cooling much water is lost, but that is not the whole story. With the water go some of the important



elements of the blood. Unless special reinforcements are rushed in to take their place the blood suffers a sort of starvation. Hence fatigue. Hence loss of appetite.

MINERAL SALTS are the main elements food must give back to the blood in hot weather. Chief of these is common table salt. Research has shown that one of the quickest, most effective pick-ups for hot weather doldrums is a little salt in the glass of drinking water. Too much of anything, even salt, is too much, but experiments with extra salt on food where you like it are okayed by nutrition experts as hot weather measures.

OTHER MINERALS necessary to make up for cooling-system losses go into the menu by way of fresh green vegetables and fruits. But whether one should boost one's intake of these foods depends upon how much one has been eating. To those whose diet is ideally balanced in the



winter time, nutritionists do not suggest much change for summer days. But, judging by the figures showing people's average eating habits, not many do achieve this ideal balance. Most of us go short to some degree on these fresh foods when weather is cool and prices are high.

TO AVERAGE consumers who take advantage of the low-price months to enjoy more greenery and fruits, the nutritionists address special messages. One is to remember that in dietary matters extremes are dangerous. The fact that July is the berry month does not equip our digestion overnight to cope with a diet of

berries alone. All the same, even reasonable increases in these seasonable foods do change the proportions in the diet to some extent and raise the question of compensating decreases in other types of food.

WHICH FOOD to cut down as you increase your share of the mineral-rich leafy vegetables and fresh fruits is a question many consumers ask. The answers grow out of each family's past habits. What to cut down on depends on what foods have been used to fill up the chinks. One family may find that fruit desserts take the place of other sweets. That seems a wise adjustment in view of America's customary eating habits. Another place where reduction is not likely to damage the average American is in the classification of fat, always remembering to keep a sufficient quota of those fats that carry vitamins—butter and cream. What to do about the doctor's orders to cut your meat consumption in summertime depends too upon each family's situation. Digesting a surplus of meat does put a burden on the body, especially in hot weather, but the decision on whether or how much to cut must rest in each family on past performance, present budget, and individual taste.

CHOICE of fruits and vegetables is wide all summer. July is the top month for volume of many of these foods at the average city market. Of the vegetables, lettuce and squash reach their peak supplies in July, while string beans, peas, beets, cucumbers, and tomatoes are still going strong from their earlier highs, and corn and lima beans are climbing steeply to their August point of high supply. In fruits, July is the berry month and the melon month. Other months are insignificant compared with July in matters of blackberries, raspberries, blueberries, gooseberries, and currants. Watermelon almost always reaches its sharp peak in July, sometimes accompanied by biggest supplies of honeydew melons, cantaloups, and honeyballs, sometimes by not quite such big supplies of these melons as August brings. Apricots and avocados, too, make their modest best bid for consumers' attention in July. Of those meats which show seasonal ups and downs, friers and broilers and ducks are riding up into their big seasons, and lamb and veal of the choice tender types are still plentiful on the market. This year the bulk of spring lamb supplies, due earlier but delayed

by weather, will swell their usual volume in July. Butter shrinks very little in July from June abundance, but June 1 storage stocks of butter this year were only 2/3 of normal and the seasonal rise in prices will be more pronounced. Cheese is likely to hit a seasonal high in supply and low in price in July.

ALL FRUITS and vegetables make contributions to our quota of minerals and vitamins as well as to our calory intake and to our necessary complement of fiber "roughage." Research has not checked each detail for each food, and the outer limits of discovery have not been reached in knowledge of the benefits consumers get from a lavish variety of these "protective" foods. But some of the special known contributions of the foods that come to market in top quantities in July are listed here.

RASPBERRIES rate as an "excellent" source of Vitamin C, one of our guardians against tooth and gum troubles, lack of appetite and fatigue. Along with Vitamin C they offer a good supply of iron, necessary for healthy blood. Currants and gooseberries have so far been rated only for their excellent supply of Vitamin C. Blackberries and blueberries rank only fair in Vitamin C, but rate along with raspberries as good sources of iron, and add the further recommendation of Vitamin A for general wellbeing and resistance to certain infections; with blackberries listed as "good" and blueberries further down the scale at "fair."

ALL BERRIES call for the same general buying care. If they are plump, fresh-looking, bright, clean, dry, and the right, solid, full color that goes with their type, your chances are good. The danger points are dull color, softness, mold, and the wet leakiness that shows by stains on the container. Raspberries or blackberries with their caps still attached are likely to have been picked too green. Huckleberries and blueberries may be any color from blue to purplish or bluish-black. Though most people use the names interchangeably, the difference between the two types of berries is the prominence of the seeds of the huckleberries as compared with the small-seeded blueberries.

WATERMELONS rate only fair for each of Vitamins A, B, C, and G, and do not rank high enough in minerals to get a rating there. But two reminders brighten the watermelon nutrition

picture: One is that a wide variety of vitamin values is a special value in itself. The other reminder is that all these values are based on weight. An ounce of watermelon may not give us as much Vitamin C potency as an ounce of raspberries, but we never limit ourselves to an ounce of watermelon. When we consider the size of the usual watermelon serving as compared with other fruits we may revise our estimate of the values we get at one sitting.

CHOOSING watermelon, when professional graders do it, is a matter for the eye alone. But their advice to consumers without the benefit of their ability to judge a melon by subtle shades of coloring, is to have the melon plugged and judge it for yourself. The biggest melon in sight is likely to be the best, and for consumers who are irrevocably addicted to the thumping method they suggest listening for a hollow sort of "clunk." Black seeds and white seeds can both mean good melons, and equally impartial are the experts in the Bureau of Agricultural Economics on the question of shape. The long dark green "Tom Watson" is good, but so is the small round striped "Cuban Queen."

CANTALOUPS, honeydews, and honeyballs, with much the same type of food value, have not yet found separate pigeonholes on the food value chart. There they get the quadruple distinction of a good rating for Vitamin A, fair for Vitamin B (the "appetite" and anti-neuritic vitamin), excellent for Vitamin C, and fair for Vitamin G.

BUYING RULE for muskmelons and honeydews is to feel for the soft spot at the blossom end. Hard at that end, your melon will show too strikingly its relationship with the cucumber which we prefer in the immature state. Grading experts in the Bureau of Agricultural Economics are inclined to doubt the truth of the old wives' tale that honeydews can be selected on the basis of a delicious fragrance. Their tip to the consumer of honeyballs, equally near relative to cantaloup and honeydew, will be welcome to those who have not learned the secret of buying this comparatively new fruit. They say pick the honeyball you think is too ripe and you're likely to get a perfect one. Don't be afraid of spots on the surface. A ripe honeyball should be soft to the touch—not just on the blossom end, but all over.

APRICOTS take a minor place on the menu of consumers in most parts of the country. Though apricots rank as excellent for Vitamin A, and good for Vitamin C, they present such problems in transportation that only those consumers who live near where they are grown may eat them tree-ripened, and those picked when immature arrive at market minus much of their flavor. Fully ripe apricots are plump, fairly firm, and a golden yellow, with juicy flesh. Spot the green ones by their greenish yellow, their hard flesh, and perhaps some shriveling. With such a perishable fruit, the slightest bruise may mean much waste. Decay shows up in softness to the point of mushiness, and a dull dead look.

LETTUCE is a fair source of Vitamin B, and if it is the green kind it ranks as excellent for Vitamin A, and good for Vitamin G. It is a fair source of iron, and a good source of calcium for bone-building. Head lettuce on the market should be fresh, crisp, tender, and fairly firm or hard. Watch for decay, and for seed stems which mean that the lettuce has passed its days of best flavor. Damage that does not go too deep may often mean bargain prices on lettuce with little waste.

SQUASH varies with the variety as to food value. The yellow kind is excellent in Vitamin A supply. Both the yellow rough-rind variety and the white disk-shaped cymlings should be fresh, fairly heavy for their size, and with a tender, easily punctured rind. Check for bruises or injuries to make sure they do not go too deep for the price you pay.

SUMMER MARKETING calls for more wariness than marketing in winter. Heat speeds up all the natural processes that the cool weather helps to delay. Lettuce wilts more quickly, peas lose their sugar faster, everything is subject to quicker decay. This is partly balanced by the shorter trip some foods have to make in summer when they come by truck from nearby gardens, but care is necessary all the same.

CARE after buying, too, becomes a follow-up necessity in hot weather. Meat and milk particularly need special precautions against spoilage. And of course all food deserves protection against the germ-carrying hot-weather fly. For detailed assistance in keeping your food safe all year around, see "Care of Food in the Home", published by the Bureau of Home Economics, for sale at 5 cents a copy, by the Superintendent of Documents, Washington.



Purchases of the surplus corporations changed many million pounds of dry skim milk from "surplus" on the books of the dairy industry to needed food for undernourished people.

## SALVAGING

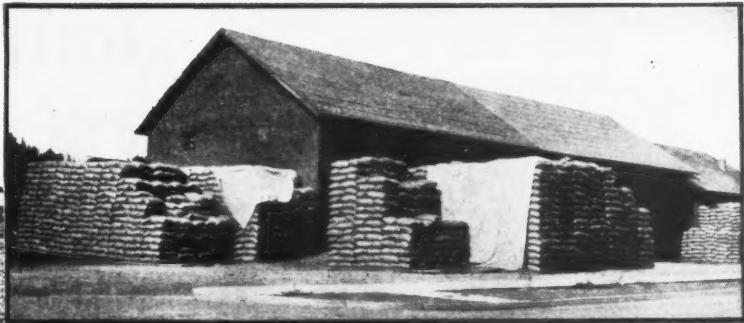
Major tasks of AAA have centered in bringing about a better balance between production and consumption of agricultural products. What the Federal surplus corporations have done to help along the way is told here

**D**OUBLE-ACTION relief—relief that helps farmers at the same time it helps consumers—has lifted off the market nearly 2 billion pounds of price-depressing surpluses of farm products and carried them to the kitchens of underprivileged consumers.

TWO and a half years' work—by the Federal Surplus Relief Corporation, later called the Federal Surplus Commodities Corporation—has rolled up this record. Through this nonprofit organization, the Government has been adding to the diet of consumers dependent on Government aid for the barest necessities some of the foods whose very abundance has been a hardship to farmers.

FARM commodities turned over to consumers by the Corporation each month during 1935 reached from 50 to 90 percent of the 4 to 5 million families certified on the relief rolls.

LATEST reports show that between October 1933 and May 1936 the surpluses distributed



Food that once was heavy on the hands of farmers, dragging prices down below loss levels, arrives at destinations made possible by double-action relief purchases.

SPECIAL conditions arise in case of drought. During the drought of 1934 the AAA purchased millions of head of cattle and sheep and turned them over to the Corporation for distribution. Thus animals which would otherwise have died and been a total loss to their owners were turned into a benefit for needy consumers. The Corporation gave some of the cattle to the Resettlement Administration and the Bureau of Indian Affairs for rehabilitation purposes. Other animals went to processing plants and appeared the next year as so many million pounds of canned beef and other meat products.

## SURPLUSES

by the Corporation included 922 million pounds of meats, meat and fish products; 162 million pounds of dairy products; 548 million pounds of fruits and vegetables; 334 million pounds of cereals; and large quantities of miscellaneous items of food and clothing. (The accompanying table gives a more detailed account.)

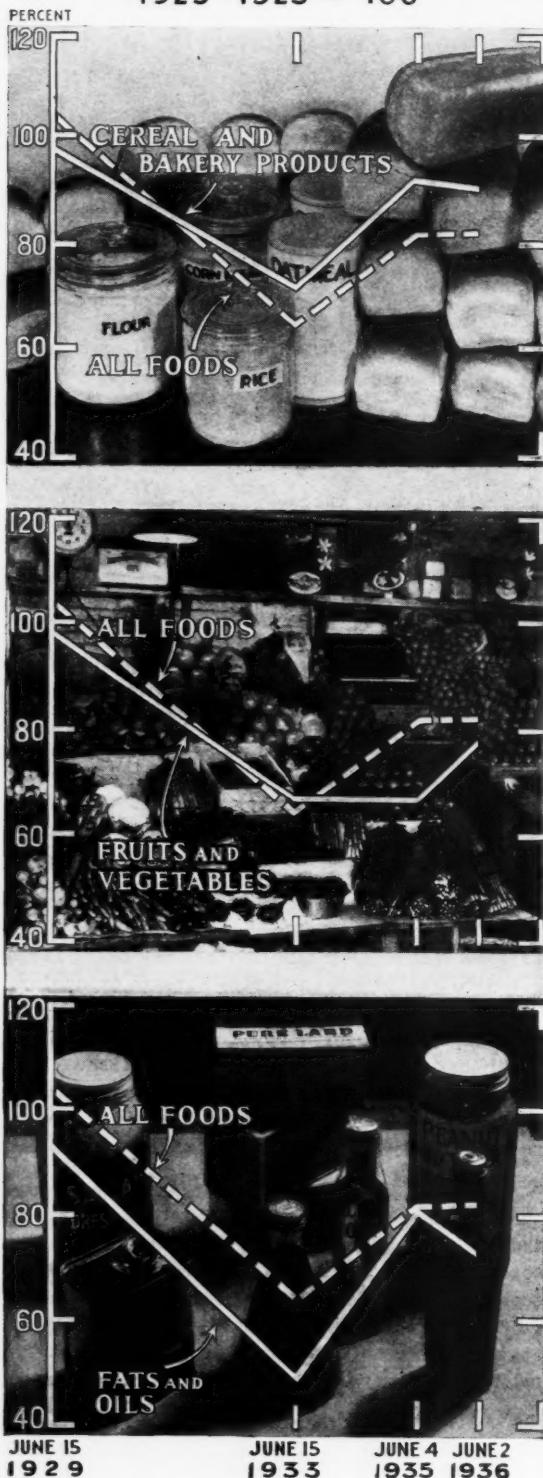
"AGRICULTURAL SURPLUS" means a glut on the market, too much at once of a certain product which farmers cannot sell at a fair return. Such a surplus may be local, regional, national, or international. It may be temporary, as in the case of a highly perishable food, like strawberries; or it may be chronic, as in the case of a several years' piling up of excess supplies of cotton or tobacco. A surplus might also be a purely seasonal affair, involving only special types or grades of certain commodities.

OTHER CAUSES of surpluses are many and varied. Especially fine weather may bring large per-acre yields and encourage acreage expansion. Unless consumer purchasing power picks up correspondingly, a surplus may result and hopes for wider sales at good prices soon vanish. Then the farmer is left holding the bag overflowing with more goods than he can dispose of at a reasonable figure, and prices begin to tumble.

REMOVING a surplus of any farm commodity helps to lift the price of that commodity. It prevents waste and spoilage, adds to the farmer's income, encourages healthier appetites among those who are most in need of extra food, and reduces hunger and malnutrition. It helps farmer and consumer alike. This is relief that does double service; it works two ways.

SUCH a program has been carried on by the Surplus Corporation. Under certain condi-  
[Concluded on page 22]

## A PERSPECTIVE OF FOOD COST CHANGES 1923-1925 = 100



# Your Food Costs

RAPIDLY advancing potato prices were the major factor in pushing retail food costs on June 16 to their highest level since April 1931. From May 19 to June 2 food costs went up about 3 percent and in the following 2-week period they advanced 2 percent. Both of these increases were unusual for this time of the year when consumers' food costs usually go down or register only slight increases. The major cause of this unusual increase has been unfavorable weather conditions, which have decreased production, or delayed marketing of farm products this year. Potatoes have a heavy weighting in the index with the result that a 1.5-cent increase in retail price more than offset other price declines and caused most of the recent rapid increase in the general average of retail food prices.

FRUITS and vegetables led the advance of prices during this 4-week period with potatoes responsible for most of the group increase. Cereals and bakery products, beverages, and fats and oils all declined by small amounts; meats and sugar went up less than 1 percent; dairy products advanced more than 1 percent; eggs made a seasonal gain of almost 6 percent; while fruits and vegetables as a group jumped more than 21 percent during the 4 weeks.

NOT only does the fruit and vegetable group chiefly account for the recent increases, but the same fact stands out when the June 16 averages are compared either with the high point reached on December 31, 1935, or with the indexes of 1 year ago. Seven of the eight major classifications averaged lower on June 16 than on the preceding December 31, but fruits and vegetables were up more than 35 percent. Compared with June 18, 1935, all group averages are now at lower levels except fruits and vegetables and dairy products. The former are up 27 percent, the latter 3 percent, over a year ago.

RETAIL potato prices advanced 1.5 cents per pound from May 19 to June 16. On June 2 potatoes were selling at 4.3 cents per pound, while on June 19 consumers were paying 4.9 cents per pound. The latter is higher than any price reported by the Bureau of Labor Statistics since June 1927, and is 131 percent higher than a year ago.

# and Supplies

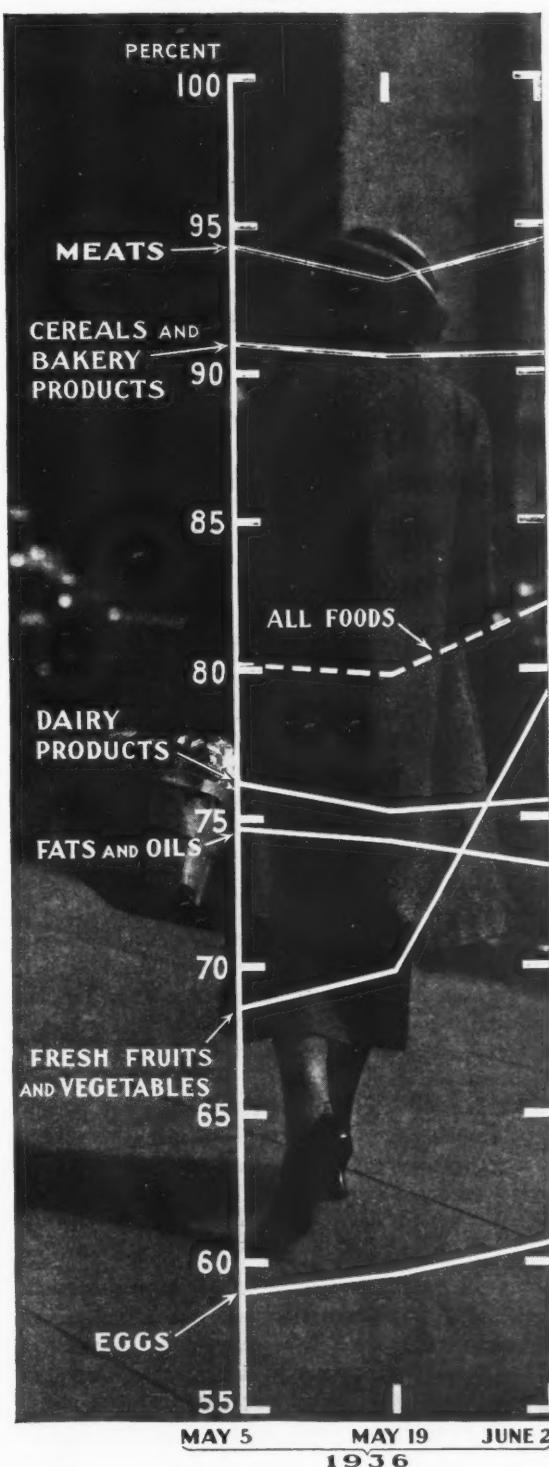
RECENT jumps in potato prices may be traced primarily to weather conditions of last October and this May. Froses last October decreased the size of the old potato crop, and as a result supplies of old stock have been relatively light since early April. New potatoes were not available in large enough quantities to offset the lower shipments of old stocks. On top of this, drought conditions during May in the important southeastern potato-growing area indicated that new potato supplies during June and July would be only two-thirds as large as in 1935. These two factors combined with a temporary slowing up in new potato receipts, caused potato prices to go skyward the latter part of May and early June. A shift in the proportion of quotations on old and new potatoes included within the price averages is also in part responsible for the recent increase. The increased prices of potatoes cannot be attributed to activities of the Agricultural Adjustment Administration. Since the middle of June wholesale potato prices have moved downward and prospects are for a continuation of this decline.

HIGHER prices of meats, eggs, butter, and vegetables other than potatoes were also responsible for part of the recent price increase. With the exception of butter, these price changes are normal seasonal movements. Butter should still be dropping at this season but abnormally low storage stocks and reduced production have strengthened the market at an earlier date than usual.

INDEX of all retail food costs as reported by the Bureau of Labor Statistics on June 16, were 83.8 percent of the 1923-25 average. The index was slightly higher than costs on December 31, 1935, which, consumers will remember, marked the peak in the upward movement in food costs that began in March 1933. On June 18, 1935, the index of food costs was 81.5.

INCREASED farm prices accompanied higher retail prices. From mid-May to mid-June, primarily due to higher potato and hog prices, the index of farm prices advanced 4 points to 107 percent of its pre-war average. On June 15 potatoes were selling at 136.6 cents per bushel at the farm, compared with 87.1 cents on May 15, and 40.4 cents on June 15, 1935. Eggs, apples,

## A CLOSE-UP OF FOOD COST CHANGES 1923-1925 = 100



citrus fruits, and butterfat were the other foods to increase in price at the farm, while cattle, wheat, sheep, and lamb prices declined.

POTATO prospects for July have been improved by drenching June rains in the southeastern States and Long Island areas. The present light supply situation should be alleviated as soon as shipments from the intermediate producing areas begin to move in volume in July. During the third week of June, new potato shipments were materially larger than in the corresponding period in 1935, with heavy shipments from North Carolina, and Virginia supplies just beginning to come to market.

LETTUCE and tomato supplies reach their peak in July. Summer tomato harvest is now under way, and this year's crop appears to be slightly larger than in 1935. Harvest of summer lettuce in California commences in July, and while no production estimates are available, acreage is expected to be as large as last year. Local tomatoes and lettuce move in volume in July, augmenting the more distant supplies.

CABBAGE and lettuce were the only other vegetables besides potatoes to exhibit large retail price changes during the 4-week period. Lettuce advanced 0.4 cent to 7.8 cents per head on June 2, and on June 16 it was selling at 8.5 cents per head. Cabbage showed little change in price until June 16 when it was 1.3 cents per pound higher than on June 2. Part of the recent increase in cabbage prices may be attributed to the drought, which caused production in the areas shipping mainly in June to drop 22 percent below 1935. Local cabbage comprises the bulk of supplies in July, and this should mean lower prices. On June 16 lettuce was 6 percent higher than a year ago while cabbage was 48 percent higher. Green beans registered the only price decline among fresh fruits and vegetables, dropping 1.5 cents per pound from June 2 to June 16.

FRUIT prospects on June 1 indicate a rather light peach and apple crop but close to average supplies of pears, apricots, plums, and cherries. Smaller production of the first two is due mainly to low winter temperatures which killed some trees, and to late spring frosts which destroyed fruit buds. California fruits

have been maturing 10 days to 2 weeks ahead of last year but 1935 was a year of later than usual development.

APPLES and oranges registered the major retail fruit price increases during the 4-week period. The apple price advance of 0.6 cent per dozen occurred from June 2 to June 16. New apples are now coming in market but supplies have not been heavy enough to offset the sharp decline in old crop receipts. Orange prices increased seasonally from 32 to 34.1 cents per dozen from May 19 to June 2 and on June 16 reached 34.7 cents per dozen. Retail prices of lemons went up from May 19 to June 2 but a price decline in the following 2 weeks brought the price almost back to its old level. Apples are now selling at 20 percent below last year's level, while lemons are 54 percent higher.

EGG PRODUCTION declined seasonally during June but the rate of decline was smaller than usual due to moderately cold weather in most of the important egg production areas. With the coming of hot summer weather and the usual culling of flocks, sharper declines may be expected. While production should continue larger than in 1935, the excess is not expected to be as large as during the past few months. Egg supplies during June were larger than a year ago, receipts in major markets during the first 3 weeks being 10 percent above the same period in 1935. Storage stocks are still below last year's level.

EGG prices to consumers advanced seasonally 0.6 cent to 31.6 cents per dozen from May 19 to June 2. The increase from June 2 to June 16 was 1.2 cents per dozen. Eggs are now retailing at 5 percent below a year ago. Slightly larger price increases may be expected during July and due to low storage stocks there is a possibility that late summer prices may be above last year's level.

POULTRY receipts during the rest of 1936 probably will continue to exceed 1935 shipments. Commercial hatcheries report a 24 percent increase over 1935 in the number of salable chicks hatched from January through April. Poultry prices usually move downward until the end of the year when receipts reach their peak.

BUTTER production apparently has reached its seasonal high point for 1936, and monthly production should now decline until the end of the year. The amount of the decline may be larger than anticipated if drought conditions continue and spread to other areas. Pastures are the main source of feed for cows during the summer. Up until the last week in June, pastures in the most important dairy producing areas had not been seriously affected by the drought. Pasture conditions are poorer than in 1935, but this deficiency has been offset by larger supplies of feeds at lower prices. Due to the fact that butter production reached its peak in July last year, 1 month later than usual, butter production this summer is expected to be lower than in 1935.

RETAIL butter prices went up 0.4 cent to 34.3 cents per pound on June 2 and on June 16 reached 35.8 cents per pound. These advances carried butter prices 14 percent above June 18, 1935. Butter prices usually go down in June when peak milk production is reached and the heaviest movement into storage occurs due to larger butter production. This year wholesale butter prices have been advancing since mid-May and it appears that the seasonal low price has been reached. Two factors tending to push up prices have been an active current demand for butter and low storage stocks. Storage holdings on June 1 were 11 million pounds below a year ago, and were the lowest for June 1 since 1928. With smaller butter production this summer it is likely that prices will continue above their 1935 level.

HOG SLAUGHTER since February has been heavier than a year ago, but the increase in supplies has not been as large as was expected. This condition partly accounts for the failure of expected price declines to materialize. The 1935 fall pig crop was almost a third larger than in 1934, and these hogs should have been marketed in volume starting in May. Slaughter during the next 3 months is expected to be higher than a year ago, but not by as much as one-third above last year's figures. Relatively low storage stocks of pork will tend to offset the effect of this larger supply upon retail prices.

PORK chops and loin roast advanced 2.5 cents per pound from May 10 to June 2, but in the following 2 weeks they lost about one-fourth of this advance. Smoked ham increased seasonally about 1 cent a pound during the 4-week

period, with most of the increase coming after June 2. On June 16 fresh pork prices were about 2.5 cents per pound lower than at this time last year. Bacon is about 0.5 cent lower and ham 3 cents a pound higher.

LAMB SLAUGHTER should increase rapidly after the first of July when delayed supplies of spring lambs are expected to be marketed in volume. Due to unfavorable weather and feed conditions, the quality and finish of this year's crop probably will be poorer than a year ago. With more than the usual amount of lambs moving in July and August, price declines should be more marked than a year ago.

RETAIL lamb prices declined from June 2 to June 16 but this change was not sufficient to offset price increases during the previous 2-week period. Leg of lamb and rib chops exhibited the major net increase during the 4-week period. The former advanced about 1 cent to 31.3 cents per pound while rib chops went up 1.4 cents to 39.3 cents per pound. On June 16 leg of lamb was at its highest level since May 15, 1931, and all lamb cuts were about 14 percent above a year ago. Retail lamb prices appear to have reached their peak and price declines should now be expected.

FEDERALLY inspected cattle slaughter from January to the end of May was 13 percent above the same period in 1935. Supplies of better grades of cattle have been much larger than in 1935 and during May receipts of choice and prime cattle at Chicago were twice as large as last May.

RETAIL beef prices remained practically unchanged during the 4-week period. Slight price advances occurred from May 19 to June 2, but these increases were matched by similar declines from June 2 to June 16. Plate beef and liver were exceptions, the former declining 0.5 cent a pound, while liver increased the same amount. On June 16 all beef items except liver were selling at 3 to 5 cents per pound less than a year ago.

AVERAGE retail white bread prices declined 0.1 cent to 8.1 cents per pound from June 2 to 16. Bread is now at its lowest level since June 1934 and 2 percent below a year ago. In Chicago, bakers increased the weight per loaf without a price change, thus reducing consumers' costs.

tions the various State ERA's, and later the States themselves bought up highly localized surpluses which they turned over to the FSRC or, later, the FSCC for distribution to the needy. Farm surpluses from 22 States were handled by the FSCC in this way during the calendar year of 1935. The products included wheat, potatoes, cabbage, peas, apples, prunes, grapes, sirup, and sheep, lambs, and goats.

MOST of the commodities now come to the Corporation through donation by the Agricultural Adjustment Administration, which from time to time has purchased various price-depressing farm surpluses with funds made available to the Secretary of Agriculture by Congress for this purpose. The AAA makes use of the Corporation's facilities for distributing these surpluses to the needy, thus avoiding the setting up of a duplicate mechanism. In 1935 the commodities received from the AAA for distribution by the Corporation included millions of pounds of butter, cheese, milk, and sugar; millions of bushels of wheat and oats; and over 2 million head of cattle and calves.

IN distributing agricultural surpluses to the States, the Corporation first secures from various State agencies current information concerning the number of persons on relief, the supplies already on hand (so that there will be no duplication), and the facilities for distribution. On the basis of this information the Corporation allocates available commodities to the States.

STATES, in turn, furnish the food and clothing supplies to individuals and families certified by State relief agencies as eligible to receive them. Those eligible include people on relief, WPA workers whose families are too large to support on a security wage, people in care of the Resettlement Administration, and persons in care of certain State institutions.

SURPLUS commodities are always distributed on an "over and above" basis. This means that they are given out in addition to, rather than in substitution for, aid the individual is already receiving. Thus the surpluses are effectively diverted from the normal channels of trade. In almost every State, the State relief agency cooperates with the WPA in the actual work of transporting commodities from warehouse to family. Clothing, bedding, and

household furnishings produced at first on FERA projects and later on WPA production projects, have also been distributed to the needy through the Corporation's facilities.

AID of this sort has helped to correct a situation in which large numbers of people went without sufficient food and clothing, while large numbers of farmers suffered because they could not sell their products at a fair price. All of the commodities distributed are items of food and clothing which needy consumers otherwise would not have had. In each instance the purchase of a surplus supply helped to overcome a threat of starvation prices for farmers. This is genuine double-action relief, performing a valuable social and economic service.

Some commodities distributed through the Federal Surplus Relief Corporation and the Federal Surplus Commodities Corporation.

| Commodity            | Unit    | October 1933<br>to June 1936 |
|----------------------|---------|------------------------------|
| Apples, dried        | Pounds  | 885,500                      |
| Apples, fresh        | do      | 137,597,417                  |
| Beans                | do      | 21,948,273                   |
| Beef, canned         | do      | 418,479,371                  |
| Butter               | do      | 78,224,614                   |
| Cabbage              | do      | 44,691,979                   |
| Carrots              | do      | 3,192,000                    |
| Cheese               | do      | 18,583,321                   |
| Eggs                 | Dozens  | 1,212,000                    |
| Flour                | Pounds  | 240,975,727                  |
| Fruit, citrus        | do      | 18,395,675                   |
| Jam, Grape           | do      | 3,310,167                    |
| Milk, dry skim       | do      | 16,719,784                   |
| Milk, evaporated     | do      | 47,026,785                   |
| Oat cereal, enriched | do      | 4,080,697                    |
| Oats, rolled         | do      | 17,513,095                   |
| Onions               | do      | 29,896,500                   |
| Peas, canned         | do      | 396,720                      |
| Peas, dried          | do      | 15,000,000                   |
| Potatoes, white      | do      | 237,251,485                  |
| Prunes, dried        | do      | 34,932,250                   |
| Sugar                | do      | 11,500,000                   |
| Sirup                | Gallons | 1,201,730                    |
| Turnips              | Pounds  | 1,056,000                    |
| Cotton               | do      | 84,216,264                   |
| Wool                 | do      | 2,013,244                    |
| Comforter covering   | Yards   | 63,393,233                   |
| Toweling             | do      | 26,695,512                   |

NOTE.—At one time or another the Corporation has also distributed varying quantities of fresh beef, beef tongue, pork sausage, veal, canned salmon, canned mutton, sweetpotatoes, rice, vegetable soup, corn, cherries, figs, cocoa, lard, wheat, oats, barley, hides, blankets, sheeting, ticking, sheepskin coats, coal, coke, jute bagging, paper bags, shipping containers, cattle and calves, and sheep.

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3,095

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3,233  
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## CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 11]

rent prices and volume of marketings indicate that farm income during the next 6 months will exceed that of the corresponding months last year.

EMPLOYMENT under the works program dropped from approximately 3,370,000 persons in March to 3,230,000 in April. Total pay rolls were \$160,100,000 in March against \$157,300,000 in April. Offsetting the decline in the works program, employment at the site of construction on public works moved up from 202,000 persons in March to 260,000 persons in April. Earnings of workers employed on public works rose from \$14,000,000 to nearly \$18,900,000 in April.

★

FARM equipment manufacturing made substantial gains in 1935, reports show. Production amounted to \$331,998,066, almost three times the value of the 1932 production. The first few months of 1936 have shown continued gains. Advance in the farm equipment business means that farmers are spending more dollars. Better business with farmers help city consumers who work in the industrial and transportation fields to earn more money with which to buy food and other farm products.

★

CONSUMERS' interests in Pennsylvania are being safeguarded by a recent warning from the State Department of Agriculture to bakers. That department recently issued a statement warning bakers against placing premiums inside bread wrappers: "Bakers expend large sums in manufacturing and wrapping their products under the most sanitary conditions", its statement reads, "and then undo all the good they have accomplished by bringing the bread in touch with prizes and coupons in the manufacture or preparation of which no sanitary rules have been observed."

★

ROQUEFORT CHEESE has been getting into the news. An old Pennsylvania coal mine shaft, whitewashed, partitioned, and fitted, has been turned into a curing room for cheese. Air forced through the wet shaft by the mine fan keeps the room at 46 to 48 degrees Fahrenheit with humidity near saturation. Caves cut in the damp sandstone bluffs of the Mississippi at St. Paul are also serving as curing rooms. On the Pacific Coast, a mountain farmer uses a curing room literally built in a large spring of very

cold water. Water flows under, around and over the room. The water pouring on the roof and over the wall turns a fan to circulate the air inside. These unusual locations all reduce the cost of refrigeration, an important item in Roquefort production.

RESEARCHES of the Department of Agriculture show that the distinctive flavor, appearance, and texture of Roquefort depend more on control of the growth of molds and bacteria than on climate or type of herbage in the pastures. Further researches show that cow's milk, as well as sheep's milk or goat's milk may be used to make Roquefort cheese. Most of the Roquefort hitherto consumed in America has been of the sheep's milk variety, imported from France. (For further information on Roquefort cheese, see page 13 of the CONSUMERS' GUIDE for September 30, 1935.)

## ON THE TRAIL OF VITAMIN VALUES

[Concluded from page 10]

So even though more special attention may be called for to make sure of this important vitamin, the rule of choosing a diet based on a wide variety of foods still holds good.

RICH SOURCES of Vitamin D are rare in nature. Richest is fish-liver oil, which is still the choice of most pediatricians for supplementing the baby's diet the year around and the older child's diet in the winter months. It gets preferred position partly because of the extra Vitamin A it offers along with Vitamin D.

IRRADIATION has become one of the highlights of modern food manufacture. Thousands of articles are irradiated and sold for fancy prices. Experiments have yet to prove how much Vitamin D is needed for people who have passed the first 2 danger years of rickets. Many authorities think that grown people need no more each day than what is found naturally in a well-balanced diet. They say that enough Vitamin D for an average adult each day is included in the breakfast egg yolk. Summer eggs or eggs from specially fed or irradiated hens are richer in Vitamin D.

BEST advice from the nutritionists for people who want to keep bones and teeth in good shape is to get plenty of sunshine in judicious doses, and eat a wide variety of food, including plenty of milk, eggs, butter, and fresh green vegetables, with any additions of fish-liver oils or irradiated foods the doctor may advise.

## Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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